

# **Ultrasound Devices Market Assessment, By Product Type [Diagnostic Ultrasound Systems- 2D, 3D and 4D, 5D, Doppler; Therapeutic Ultrasound- High-intensity focused ultrasound, Extracorporeal shockwave lithotripsy], By Portability [Trolley/Cart-Based Ultrasound Devices, Compact/Handheld Ultrasound Devices], By Type of Devices Display [Colour Ultrasound Devices, Black and White Ultrasound Devices], By End-User [Hospitals, Diagnostic centre, Ambulatory Care Centres, Surgical Centres, Others], By Application [Radiology, Cardiology, Obstetrics & Gynecology, Gastroenterology, Urology, Others], By Distribution Channel[ Online, Offline-Distributor, Manufacturer, Others], By Region, Opportunities, and Forecast, 2018-2032F**

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## **Abstracts**

Global Ultrasound Devices Market was valued at USD 8.64 billion in 2024 and is anticipated to witness a CAGR of 5.69% during the forecast period 2025-2032. Increased demand for less invasive diagnostic procedures, the increasing incidence of long-term illnesses, and the usage of ultrasound technology outside standard diagnostic imaging are the significant factors propelling the global ultrasound devices market.

Technological advancements, such as incorporating artificial intelligence (AI) while

conducting time-consuming tasks, have brought revolutionary changes in the medical practice. AI-based solutions are being executed to improve patient outcomes, the accuracy of diagnoses, and decision-making support. Deep learning in medical imaging helps the patient get a smooth and personalized experience during the treatment journey.

### Novel Product Launches

The market's key players are actively working on bolstering the availability of novel products in different regions across the globe, supporting the market's expansion. For instance, in July 2023, Konica Minolta Healthcare Americas, Inc., one of the leading providers of diagnostic solutions, announced the launch of PocketPro H2, a handheld wireless ultrasound device with point-of-care imaging applications. The ultrasound system is optimized for needle guidance, pain management, vascular access, and musculoskeletal applications and is ideal for assessing soft tissues, including inflammation and tears. Such launches also enhance patient convenience and reduce recovery time by eliminating the requirement for incisions and aiding medical professionals in the visualization of the anatomy with ease, thus augmenting the requirement for such devices.

### Technological Advancements

The global ultrasound device market has seen significant technological advancements in recent years. Some notable advancements that have impacted the market include Artificial intelligence (AI), machine learning, and volumetric ultrasound. These advancements have improved the accuracy and efficiency of ultrasound scans, making them valuable tools in diagnosing and treating medical conditions. These advancements are likely to continue to shape the global ultrasound device market in the future.

### Increased Investment in Healthcare Facilities

Rising healthcare facility investment is fueling the global ultrasound equipment market expansion. Ultrasound devices are extensively used in healthcare facilities for various purposes, including diagnostic imaging, monitoring of fetal development during pregnancy, and therapeutic procedures. The global population is growing and aging, leading to a greater need for diagnostic imaging services to detect and monitor various health conditions. The growing investment in healthcare facilities for ultrasound devices is expected to continue driving market growth in the coming years.

Governments worldwide are investing and sanctioning funding for developing healthcare facilities in rural areas to offer healthier well-being to their citizens. For example, in October 2022, the U.S. Department of Agriculture (USDA) announced a USD 110 million grant to improve the infrastructural facilities of hospitals and clinics in rural areas.

### Impact of COVID-19 on Global Ultrasound Devices Market

The COVID-19 pandemic has significantly impacted the global ultrasound devices market. While the demand for ultrasound devices has increased due to the need to diagnose and monitor COVID-19 patients, supply chain disruptions and decreased patient footfall in healthcare facilities have affected the overall market. Overall, the impact of the COVID-19 pandemic on the global ultrasound devices market has been mixed. While there has been an increased demand for portable ultrasound devices, disruptions in the supply chain and delayed elective procedures have affected the market negatively. The post-pandemic phase, however, is anticipated to put the market back on track.

### Impact of Russia-Ukraine War on Global Ultrasound Devices Market

However, it is unlikely that a political conflict between two countries would directly impact the global ultrasound devices market. The market for ultrasound devices is driven primarily by technological advancements, increasing demand for non-invasive diagnostic procedures, and the growing prevalence of chronic diseases. While political conflicts may indirectly affect the economy and healthcare systems of the countries involved, they typically do not directly impact the supply and demand of medical devices in the global market. However, it is worth noting that trade sanctions or restrictions on the import and export of medical devices could potentially impact the availability and cost of ultrasound devices in certain regions.

### Key Player Landscape and Outlook

To grow their client base and capture a greater market share, the key companies are attempting to enhance their product offerings by updating their products, taking advantage of crucial collaboration activities, and exploring acquisitions and government clearances.

For Instance, in March 2021, GE Healthcare unveiled Vscan Air. This portable pocket-sized ultrasound offers professionals a whole-body scanning capability, crystal-clear

picture quality, and user-friendly software, all in their hands.

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